



ARGENTINA MEDIA LANDSCAPE

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Country Overview

WORLD'S EIGHTH LARGEST COUNTRY

Overview of Argentina



CAPITAL

Buenos Aires

REGION

South America

GDP PER CAPITA, PPP

\$22,999

GDP

\$452 billion

POPULATION

44,938,712

AREA

2,780,400 SQ.KM

The World Bank classifies Argentina as a high-income nation.

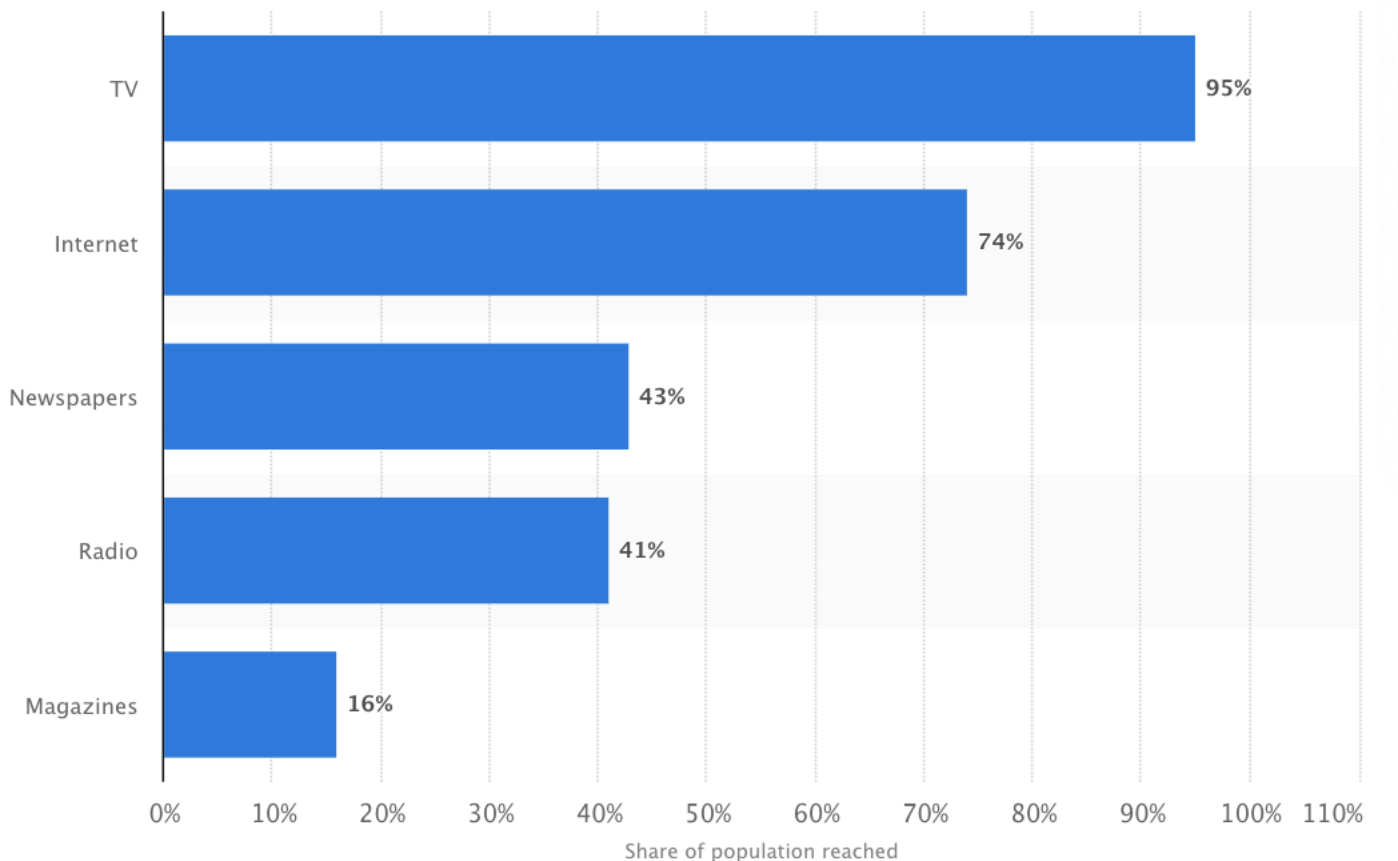
The country's economy is driven by manufacturing, agricultural exports, natural resources and the services industry, which includes a thriving tourism industry.

The population has a high literacy rate and the World Economic Forum's Global Gender Gap Report, which assesses women's access to resources and opportunities compared to men, ranks Argentina comparatively high.

Media Consumption Overview

TV HAS THE WIDEST REACH, WITH DIGITAL GRADUALLY TAKING OVER

Daily media reach in Argentina



TV has the highest reach



Radio has lost listeners over previous years, but still boasts 70% penetration



Print has declines over the years but still reaches millions

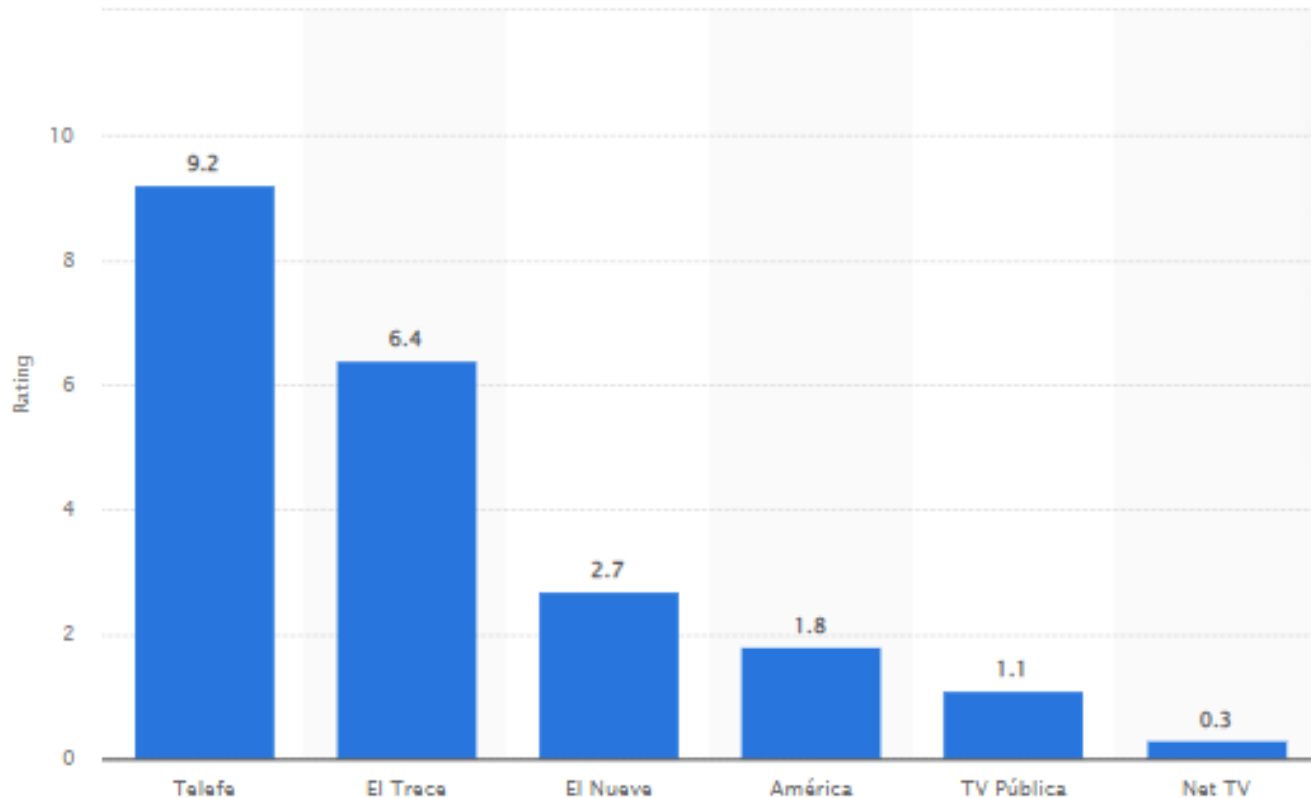


Digital consumption is witnessing a rapid increase

TV Consumption

REACHES 95% OF ADULTS IN ARGENTINA

Leading Free TV Channels In Argentina (Sept. 2021)

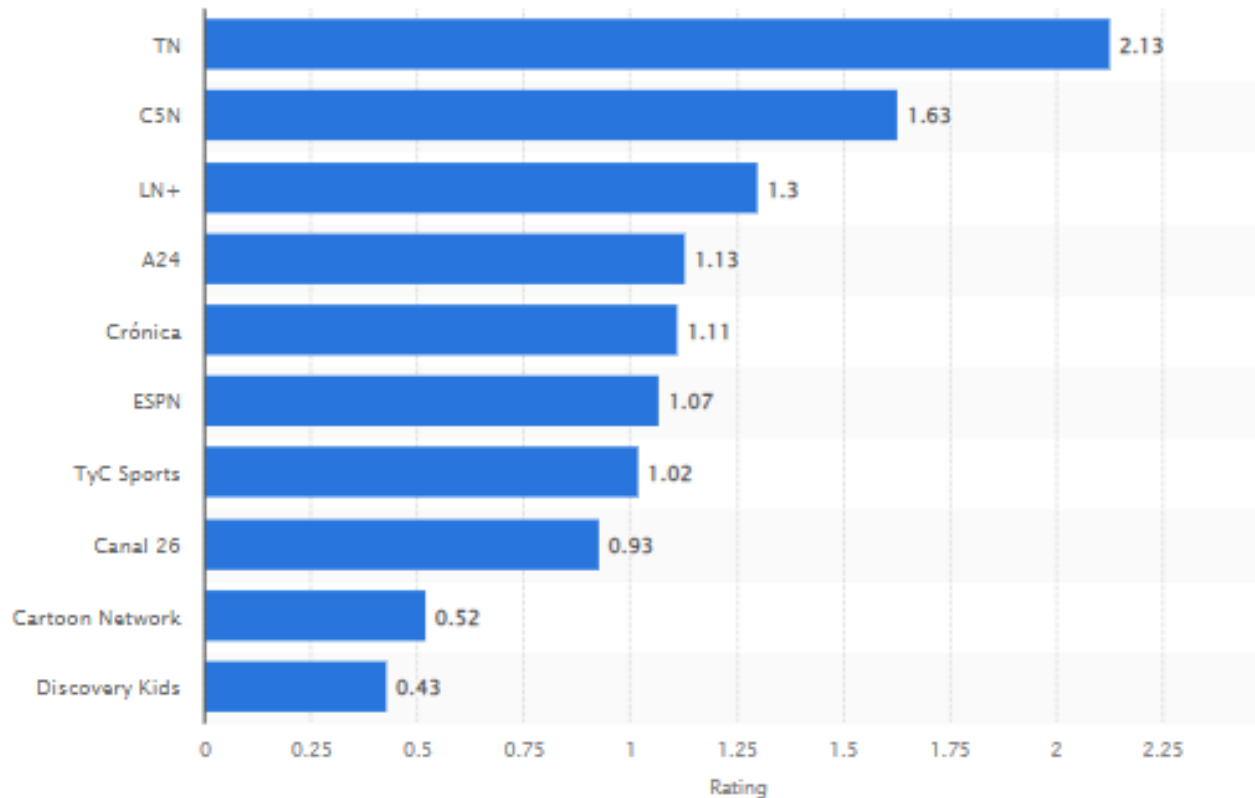


- Argentinians spend over 3 hours watching TV everyday
- Argentina reportedly has one of the world's highest viewing rates for cable TV
- In September 2021, Telefe was the leading free-to-air TV channel in Argentina, with an average rating of 9.2 points. That was more than the second and third places combined. El Trece and El Nueve had average ratings of 6.4 and 2.7 points, respectively.

TV Consumption

TN IS AN ARGENTINE PAY AND STREAMING NEWS TELEVISION CHANNEL OWNED BY THE CLARÍN.

Leading Pay TV Channels In Argentina (Oct. 2021)



- In October 2021, TN (Todo Noticias) was the leading pay TV channel in Argentina, with an average rating of 2.13 points. C5N and LN+ followed with 1.63 and 1.3 points, respectively.

TV Consumption

TOP TV CHANNELS



Telefe

Telefe is a television station located in Buenos Aires, Argentina. The station is owned and operated by ViacomCBS through Televisión Federal S.A. It produces and airs comedies, dramas, music and news shows.



El Nueve

Channel 9, known by its brand name El Nueve, is an Argentine free-to-air television network based in Buenos Aires with programming centered on general entertainment.



El Trece

El Trece is an Argentine free-to-air television network. It is owned by Grupo Clarín. It airs news and entertainment shows.



América TV

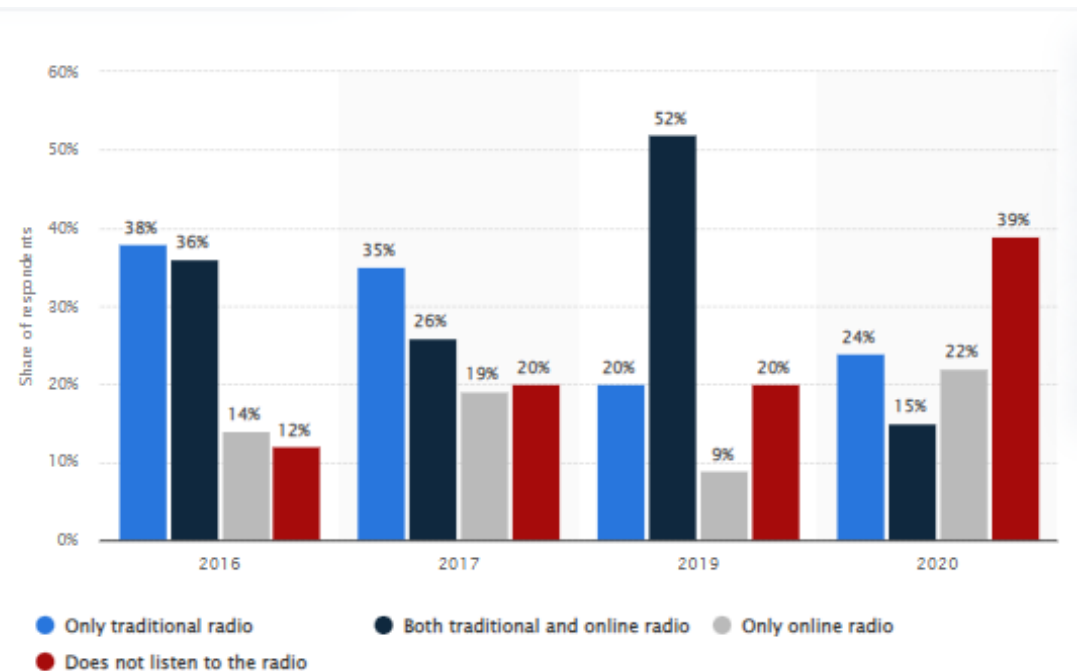
América TV is a television station, and one of Argentina's five national television networks. It is owned by América TV S.A. Its programming alternates between current affairs and live news shows.

Radio Consumption

DIGITAL IS GIVING RADIO A NEW LIFE

- Both traditional and online radio category in a survey conducted in 2020 saw a sharp decline from 2019.
- The traditional radio receiver continues to be the most popular device (62%), followed by the car stereo receiver (24%) and the cell phone (22%)
- Radio advertising makes it possible to reach 21 million weekly listeners in Argentina through hundreds of commercial radio stations

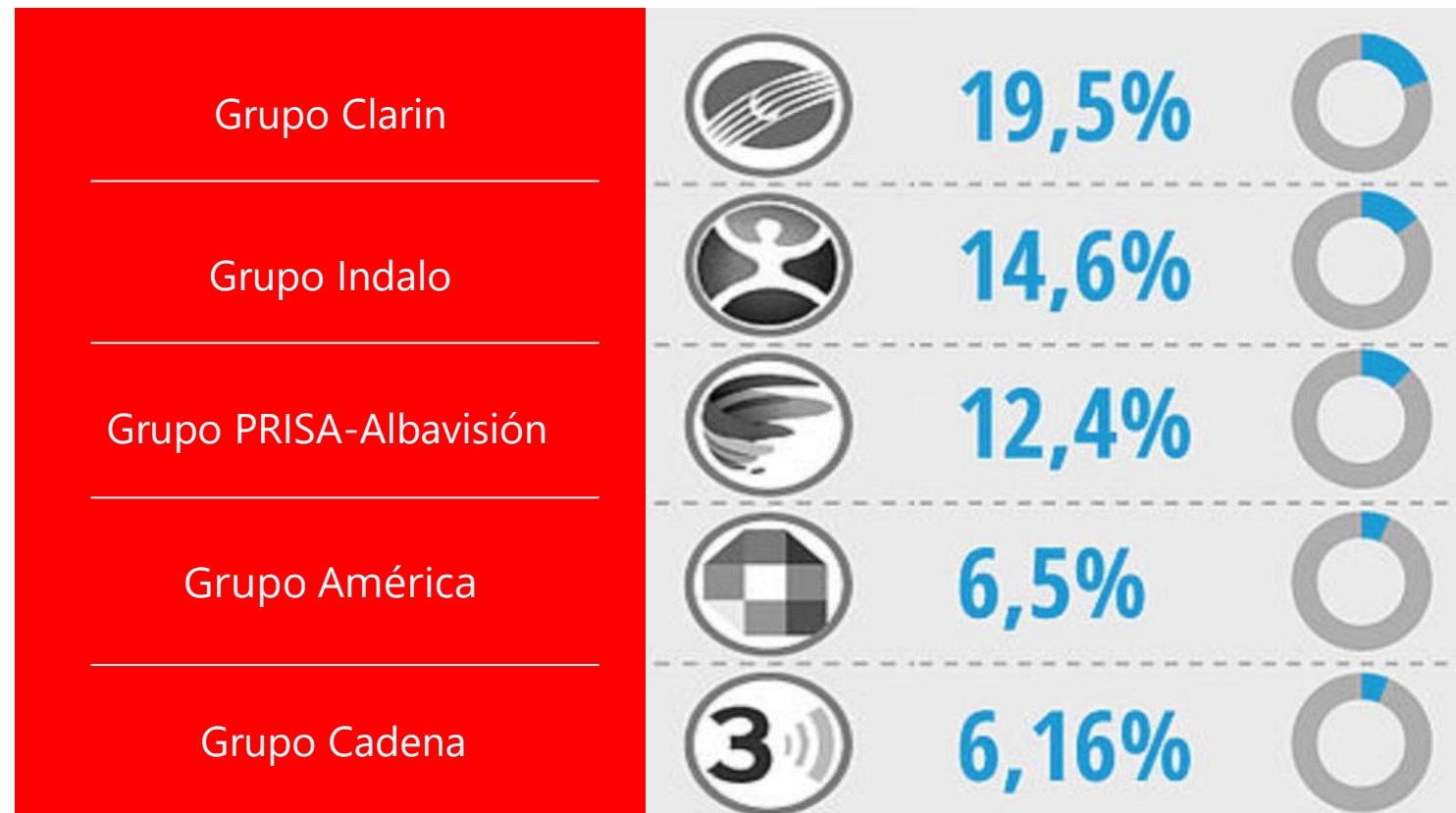
Radio consumption, by platform



Radio Consumption

THE MOST POPULAR NETWORKS

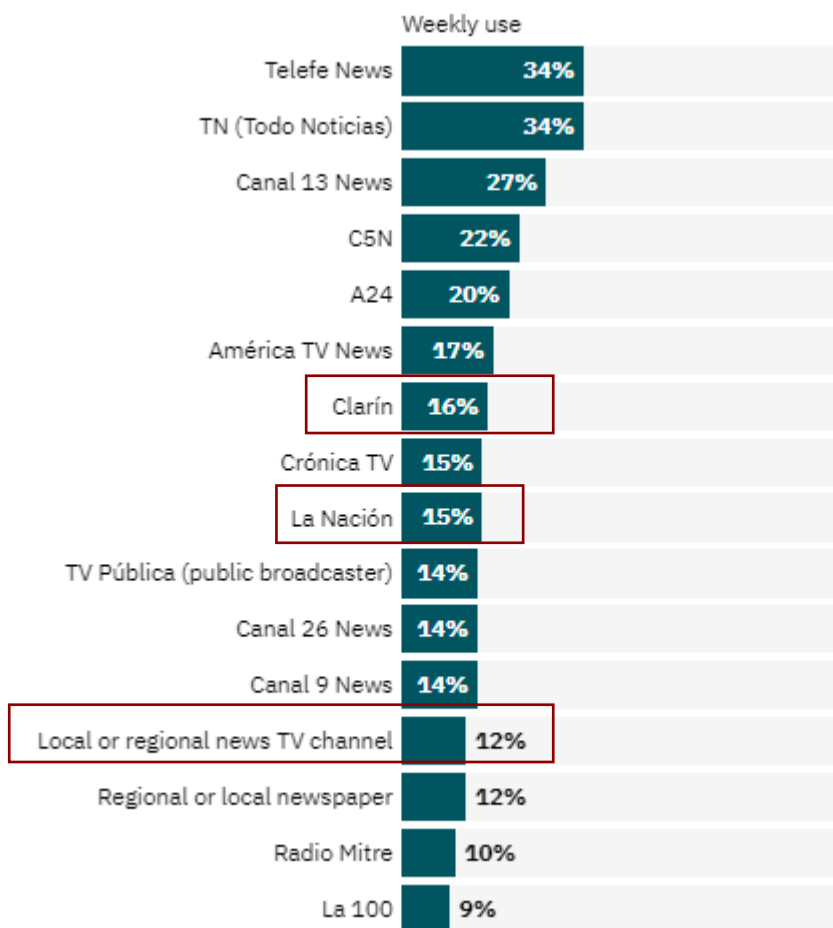
Top Radio Broadcasters by market share



Print Consumption

43% OF ADULTS IN ARGENTINA READ NEWSPAPERS

Newspaper Weekly Reach (2021)



- Print readership in the country has been witnessing a constant decline. The rising costs of print media is part of the reason behind this decline
- Circulation fell by 21% since 2020, forcing more publishers to focus on digital subscriptions, which are among the highest in Latin America
- *Clarín* has been the highest circulation newspaper in Argentina for almost 40 years

Print Consumption

TOP PRINT TITLES



Clarín Circulation: 206,000

Clarín is the largest newspaper in Argentina and the second most circulated in the Spanish-speaking world. Clarín is valued for the level of its research and the deployment of its special coverage. It is the most awarded Argentine newspaper.



La Nacion Circulation: 103,000

La Nación (The Nation) is an Argentine daily newspaper. As the country's leading conservative paper, La Nación's main competitor is the centrist Clarín. It is regarded as a newspaper of record for Argentina.



Diario Popular Circulation: 52,000

Diario Popular is a local newspaper published in Sarandí, Argentina. Police, sports and entertainment news occupy the main spaces and supplements of Diario Popular. Both for its content, style and design, It is aimed at the lower middle class.



La Gaceta (Tucumán) Circulation: 83,217

La Gaceta is a daily newspaper founded in San Miguel de Tucumán, Argentina, and the most prominent in the Argentine Northwest. It is currently the largest and most influential newspaper in Tucumán Province, and is considered to be one of the main dailies in the country,

Digital Consumption

INTERNET PENETRATION STANDS AT 83%



Digital Consumption

ARGENTINIANS SPEND MOST OF THEIR TIME ON YOUTUBE

FEB
2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO **SIMILARWEB**, BASED ON **ANNUAL** WEBSITE TRAFFIC FOR **FULL-YEAR 2021**

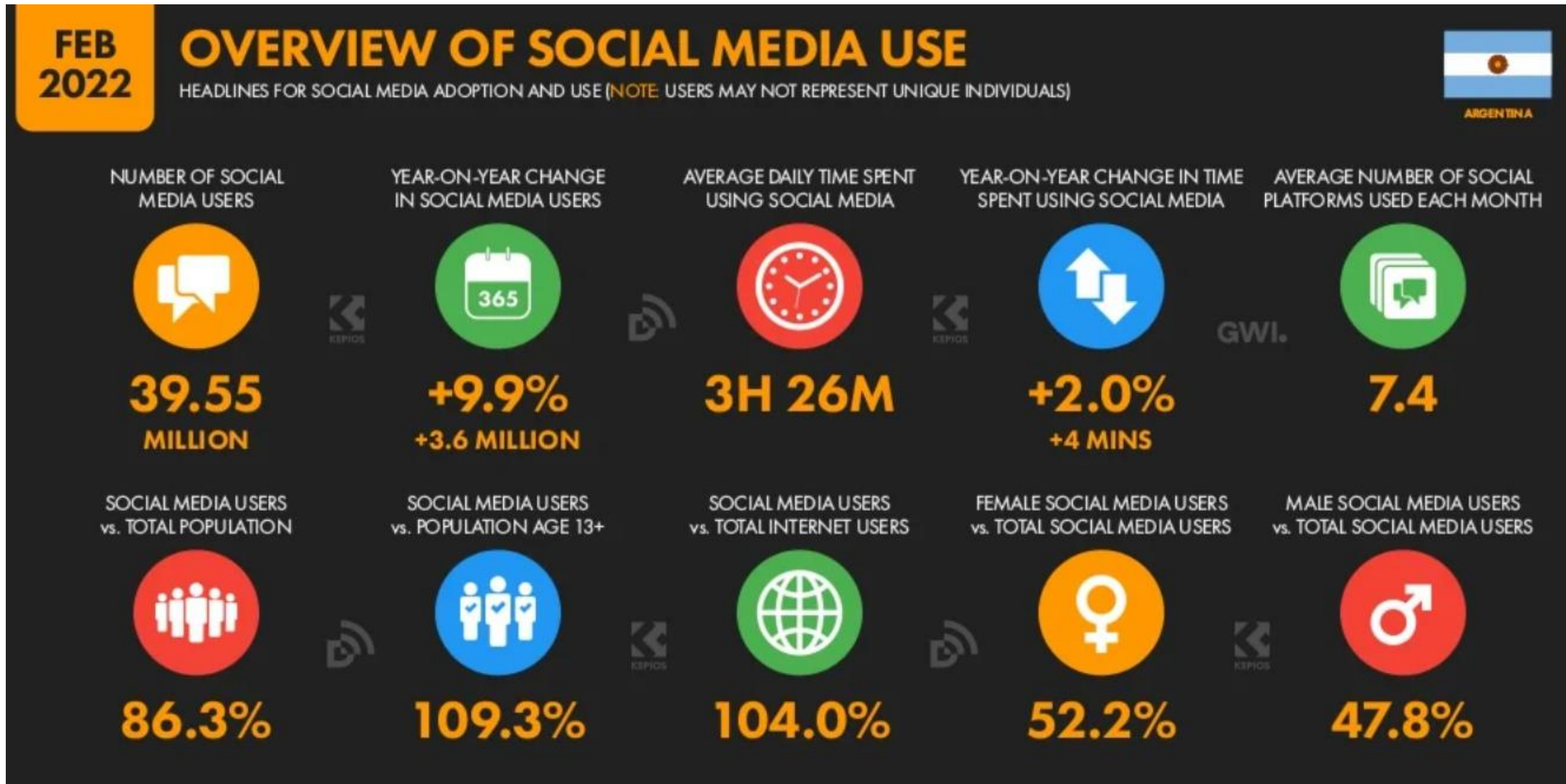


#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	17.1B	62.1%	37.9%	10M 00S	7.68
02	YOUTUBE.COM	6.03B	17.2%	82.8%	23M 34S	12.19
03	FACEBOOK.COM	5.31B	66.6%	33.4%	10M 42S	9.62
04	MERCADOLIBRE.COM.AR	1.90B	58.4%	41.6%	8M 01S	11.09
05	INSTAGRAM.COM	1.87B	57.1%	42.9%	9M 53S	15.18
06	TWITTER.COM	1.49B	55.9%	44.1%	11M 26S	11.81
07	WHATSAPP.COM	1.45B	13.4%	86.6%	3M 36S	1.54
08	INFOBAE.COM	1.42B	73.6%	26.4%	14M 01S	4.41
09	XVIDEOS.COM	1.17B	93.9%	6.1%	8M 17S	7.57
10	GOOGLE.COM.AR	1.08B	31.7%	68.3%	7M 25S	11.73

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	LIVE.COM	849M	26.7%	73.3%	8M 25S	8.56
12	WIKIPEDIA.ORG	814M	62.9%	37.1%	3M 22S	2.52
13	NETFLIX.COM	805M	7.3%	92.7%	8M 44S	4.13
14	CLARIN.COM	759M	75.3%	24.7%	8M 33S	3.33
15	XNXX.COM	688M	96.9%	3.1%	4M 23S	8.50
16	LANACION.COM.AR	618M	69.8%	30.2%	10M 00S	3.67
17	ARGENTINA.GOB.AR	486M	74.2%	25.8%	2M 53S	3.78
18	OLE.COM.AR	482M	70.9%	29.1%	10M 25S	3.18
19	ANSES.GOB.AR	476M	86.9%	13.1%	4M 21S	7.74
20	PORNHUB.COM	468M	92.2%	7.8%	7M 07S	5.79

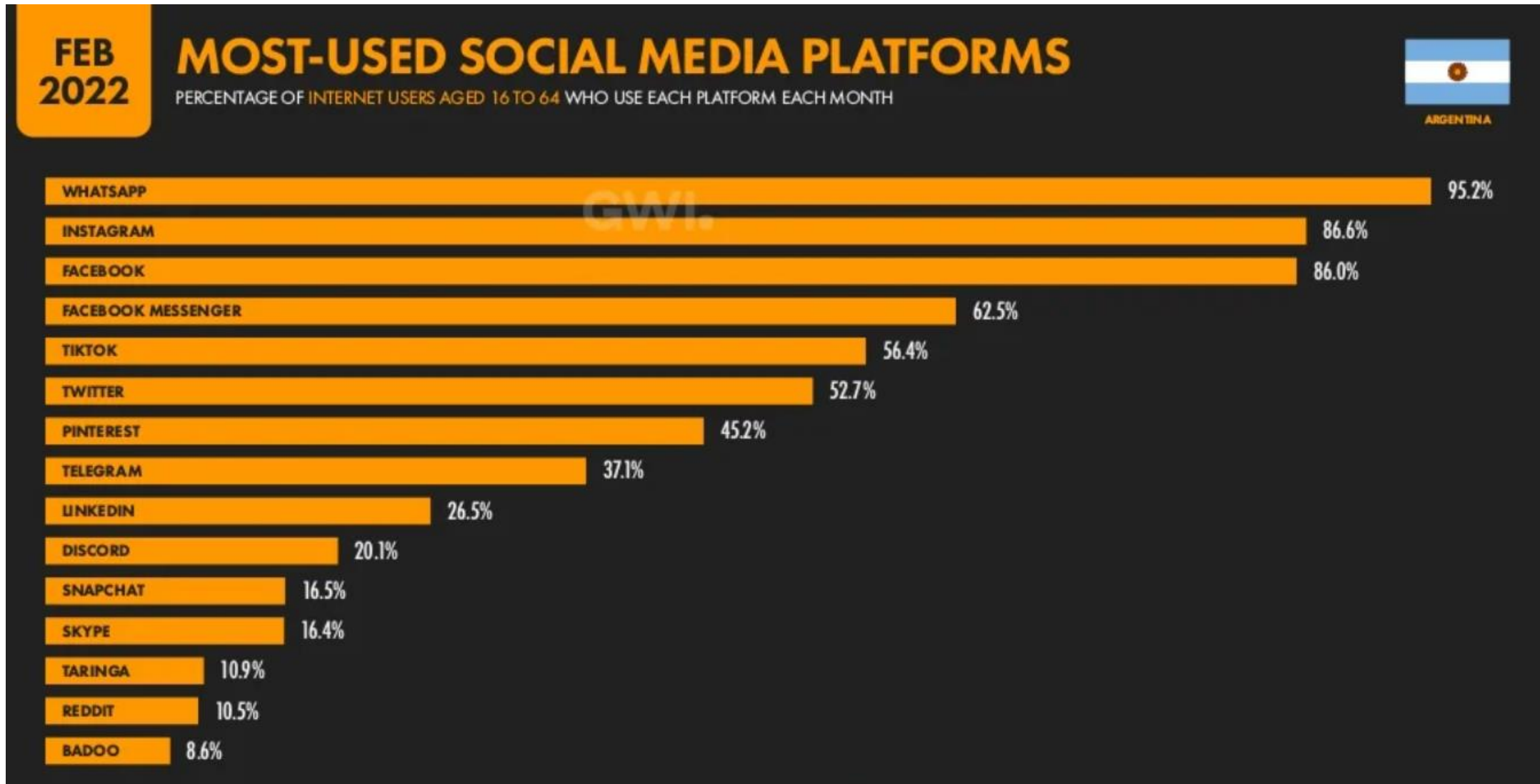
Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN ARGENTINA INCREASED BY 9.9% BETWEEN 2021 AND 2022



Digital Consumption

WHATSAPP IS THE MOST USED SOCIAL MEDIA PLATFORM



Outdoor Sites

ARGENTINA



Let's Discuss

Tel: +971 4 425 3300

Email: info@themediavantage.com

Website: www.themediavantage.com

Location: 8th Floor, Reef Tower, Cluster O, JLT, Dubai,
UAE

